

## Maternal Child Health

Overall metric: County level ACE scores (include in next community level survey)

### Key Priority Areas

#### **Tobacco Use during pregnancy**

##### **Metrics**

- Percent of women in Lewis and Clark County who use tobacco during pregnancy.  
Baseline: 17.3%, Target 15%

##### **Evidence Based Interventions**

- Adoption of the “Five A’s” methodology in clinical practice • Ask about tobacco use. • Advise to quit. • Assess willingness to make a quit attempt. • Assist in quit attempt. • Arrange follow-up.<sup>1</sup>
- The US Preventive Services Taskforce recommends that “clinicians ask all pregnant women about tobacco use and provide augmented, pregnancy-tailored counseling for those who smoke.
- Provide training and technical assistance to healthcare and public health providers on helping women quit using tobacco before, during, and after pregnancy.
- Extend pregnancy-specific and postpartum-specific quitline services to women during and after pregnancy.
- Promote awareness of cessation benefits and effectiveness of treatment by implementing coordinated media campaigns that specifically target women during childbearing years.
- Develop customized programs for specific at-risk populations of women who are smokers and of reproductive age.
- Include Women, Infants, and Children (WIC) sites as points for intervening with pregnant and postpartum women.
- Design and promote barrier-free cessation coverage benefits for pregnant and postpartum women in public and private health plans.
- Promote cessation service integration aimed at improving birth outcomes.
- Implement evidence-based tobacco control policies that augment tobacco cessation for women before, during, and after pregnancy<sup>2</sup>

##### **Community Resources**

## Family Violence

##### **Metrics**

- Number of Crisis line calls (Friendship Center Data)  
Baseline (2015): 3,050 Target: 3,300
- Number of Shelter nights (Friendship Center Data)

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<sup>1</sup> <https://www.acog.org/~media/Departments/Tobacco%20Alcohol%20and%20Substance%20Abuse/SCDP.pdf>

<sup>2</sup> <http://www.astho.org/prevention/tobacco/smoking-cessation-pregnancy/>

- Baseline (2015): 5,439 (includes both residential and non) Target: 5,650
- Number of substantiated child abuse and neglect cases in Lewis and Clark County  
Baseline: Target:

### Evidence Based Interventions (recommended practices)

- Use a "safety first" approach with all victims
- Provide trauma informed and trauma specific care to victims
- Increase resources for and access to effective programs and treatments that address the mental health and substance abuse needs of parents
- Provide ongoing parental support to strengthen families
- Create greater connectedness across education, health and social sector programs
- Increase availability of personnel to serve vulnerable populations<sup>3</sup>[KL1]
- Promote of respectful, nonviolent relationships through individual, relationship, community, and societal level change<sup>4</sup>
- Promote healthy relationships and communication skills
- Engage men and boys in violence prevention
- Develop youth assets and leaders
- Encourage bystander intervention
- Change gender and violence social norms
- Inform policy and systems change
- Build coalitions
- Mobilize communities<sup>5</sup>
- Dating Matters Initiative to promote healthy teen relationships<sup>6</sup>

### Community Resources

## Breastfeeding

### Metrics

- Percentage of infants receiving WIC benefits exclusively breastfeeding at 3 months (WIC Data)  
Baseline: 22% (2010-2013) Target: 30%

### Evidence Based Interventions

- Support breastfeeding friendly policies in hospitals, such as the Breastfeeding Friendly Hospital Initiative
- Support breastfeeding friendly policies in workplaces

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[https://www.futureswithoutviolence.org/userfiles/file/Children\\_and\\_Families/Complete%20Matrix%20Booklet%2011FEB02.pdf](https://www.futureswithoutviolence.org/userfiles/file/Children_and_Families/Complete%20Matrix%20Booklet%2011FEB02.pdf)

<sup>4</sup> <http://www.cdc.gov/features/intimatepartnerviolence/>

<sup>5</sup> <http://www.cdc.gov/violenceprevention/deltafocus/index.html>

<sup>6</sup> <http://www.cdc.gov/violenceprevention/DatingMatters/>

- Provide peer and professional support to women
- Provide prenatal and ongoing education to mothers
- Develop public awareness campaigns that support and normalize breastfeeding<sup>7</sup>

## **Community Resources**

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<sup>7</sup> [http://www.cdc.gov/breastfeeding/pdf/breastfeeding\\_interventions.pdf](http://www.cdc.gov/breastfeeding/pdf/breastfeeding_interventions.pdf)